

Kitsap County
Quit Line Data Summary
April 1 - June 30, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 131	N = 3,671
Percent of Statewide Calls	4.5%	100.0%
Percent of State Population in County¹	3.9%	100.0%
	County %	State %
Gender	N = 131	N = 3,165
Female	60.3%	60.2%
Male	39.7%	39.8%
Race/Ethnicity	N = 119	N = 2,585
People of Color	16.0%	12.9%
White	84.0%	87.1%
Age	N = 126	N = 2,854
Less than 18 years old	1.6%	2.1%
18 - 24 years old	15.1%	14.8%
25 - 34 years old	27.0%	23.1%
35 - 44 years old	27.0%	25.3%
45 years and older	29.4%	34.8%
Education	N = 125	N = 2,724
Did not graduate high school	19.2%	16.0%
High school graduate	39.2%	34.7%
Some college/vocational school	34.4%	36.8%
College graduate	7.2%	12.5%
Caller Type	N = 131	N = 3,278
General Information	3.1%	12.3%
Health care provider	1.5%	3.5%
Tobacco user	95.4%	84.1%
Payer Type	N = 102	N = 2,092
Insured	39.2%	34.9%
Uninsured	22.5%	28.9%
Medicaid	38.2%	36.1%
Heard About	N = 122	N = 2,748
Past caller	6.6%	11.3%
Employer/worksite	1.6%	0.6%
Health care provider	25.4%	24.8%
Television	18.9%	16.6%
Outdoor advertisement (billboard/bus/wall)	2.5%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	6.6%	6.8%
Newspaper/Magazine	0.0%	0.9%
Brochure/Newsletter	7.4%	5.7%
Family or friend	25.4%	22.9%
Health Department	4.1%	4.1%
School	1.6%	0.6%